Latest version: www.jesseyao.com/CV_Yao.pdf

Yunfei (Jesse) Yao

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EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023 (expected)
Advisor: J. Miguel Villas-Boas

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

◦ Competitive Strategy ◦ Incentives and Contracts ◦ Economics of Information

PAPERS

◦ Failure of Reputation for Privacy

◦ Dynamic Persuasion and Strategic Search

◦ Multi-attribute Search

◦ A Dynamic Model of Optimal Retargeting (with *J. Miguel Villas-Boas*) *Marketing Science*, 2021

TEACHING EXPERIENCE

◦ Graduate Student Instructor, Marketing Strategy (MBA), 2022

◦ Graduate Student Instructor, Microeconomic Theory (graduate), 2020

◦ Graduate Student Instructor, Marketing (undergraduate), 2019

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS (GRADUATE)

◦ ISMS Doctoral Consortium Fellow, 2020, 2021

◦ AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

◦ Sasakawa Young Leadership Fellowship, 2018

◦ Dean of the graduate division award, 2017

SELECTED COURSEWORK

Marketing:

Marketing Strategy	J. Miguel Villas-Boas
Special Research Topics in Marketing Strategy	Ganesh Iyer
Discrete Choice Model	Przemek Jeziorski
Choice Theory and Modeling	Fred Feinberg
Structural Models*	Puneet Manchanda
Bayesian Modeling*	Anocha Aribarg
Judgment and Decision Making	Ellen Evers

Economics:

Microeconomic Theory I	David Ahn
Microeconomic Theory II	Haluk Ergin
Macroeconomic Theory I	Andrés Rodríguez-Clare, Pierre-Olivier Gourinchas
Decision Theory and Epistemic Game Theory	David Ahn
Game Theory and Economic Applications	Gabriel Carroll
Game Theory	Yuichiro Kamada
Mechanism Design	Philipp Strack
Contracts, Information, and Incentives*	Ilya Segal
Theory and Practice of Auction Market Design*	Paul Milgrom, Michael Ostrovsky
Continuous-time Methods in Economics*	Yuliy Sannikov
Continuous-time Asset Pricing Theory	Richard Stanton
Corporate Finance Theory	Brett Green, Dmitry Livdan
Industrial Organization (theory)	Joseph Farrell
Industrial Organization (empirical)	Kei Kawai

Econometrics, Statistics, OR, and CS

Econometrics I	Michael Jansson, Bryan Graham
Econometrics II	Demian Pouzo, James Powell
Machine Learning	Jacob Abernethy
Statistical Inference	Ya'acov Ritov
Linear Model	Ya'acov Ritov
MCMC	Yves Atchade
Linear Programming	Jon Lee

Extensive and rigorous mathematical training

in analysis, algebra, geometry, topology, combinatorics, number theory, differential equations, and probability

*: audited while fully participated in the lectures, assignments, and exams